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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 21 November 2005

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Laurie A. Torres

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles Eldering *et al.***

Conf. No.:	7576	:	Group Art Unit:	2611
Appln. No.:	10/068,771	:	Examiner:	HUYNH, SON P
Filing Date:	February 5, 2002	:	Att'y. Docket No.:	T742-10

Title: TARGETED ADVERTISING IN ON DEMAND PROGRAMMING

**AMENDMENT**

This paper is being filed in response to the Office Action dated July 14, 2005, and is being timely filed by virtue of the accompanying Petition for Extension of Time (two-months), which extends the period available for reply to and including December 14, 2005.

Please amend the above-identified patent application, without prejudice, as follows:

